



WEWS

# ORDER

Flight Dates **09/22/12-09/25/12**

Contract / Revision      **311836 /**      Product      **Romney For President Add To Sch**

Original Date / Revision      09/20/12    09/20/12      Agency Com      15%

Advertiser **Romney / Republican / Presi**      Billing Contact

Agency      **American Rambler Producti**  
**138 Conant Street**  
**Beverly, MA 01915**

Buying Contact

Sales Office      EWSDC  
Sales Region      NAT  
Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar      BROADCAST

Demographic      A35+

Rev Codes      POL      POL      CAND

Product Codes      PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 82700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	14	\$70,295.00	\$82,700.00	0.00	08/27/12	09/25/12	14	\$70,295.00	\$82,700.00
Totals	14	\$70,295.00	\$82,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/22/12	09/25/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		2				\$350.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 2	WEWS	09/22/12	09/25/12	MAC Football Daytime Mac Football Daytime	CM	12-330p	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **311836**      Flight Dates **09/22/12-09/25/12**

Hiatus Dates

Original Date / Revision    09/20/12/    09/20/12

Order Sep    00:20:00

Advertiser    **Romney / Republican / Pre** Product **Romney For President Add** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/22/12	09/25/12	MAC Football Daytime Mac Football Daytime	CM	12-330p	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					2	\$500.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 3	WEWS	09/22/12	09/25/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$2,800.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 4	WEWS	09/22/12	09/25/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					2	\$3,500.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 5	WEWS	09/22/12	09/25/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$1,200.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 6	WEWS	09/22/12	09/25/12	Primetime Emmy Award Primetime Emmy Awards	CM	8-11p	-----S	:30	2	\$12,000.00	P-2	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					2	\$12,000.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 7	WEWS	09/22/12	09/25/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$14,000.00		0.00			
N 8	WEWS	09/22/12	09/25/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$12,000.00		0.00			
N 9	WEWS	09/22/12	09/25/12	Tuesday Prime Special Tuesday Prime Special	CM	DWTS Premiere P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	-T-----					1	\$14,000.00		0.00			
N 10	WEWS	09/22/12	09/25/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	-T-----					1	\$6,000.00		0.00			
<b>Totals</b>														<b>14</b>	<b>\$82,700.00</b>